

Appln. No. 09/751,801  
Amendment dated July 11, 2005  
Reply to Office Action mailed January 11, 2005

### REMARKS

Reconsideration is respectfully requested.

Entry of the above amendments is courteously requested in order to place all claims in this application in allowable condition and/or to place the non-allowed claims in better condition for consideration on appeal.

Claims 1 through 5, 7 through 22, and 24 through 49 remain in this application. Claims 6 and 23 have been cancelled. No claims have been withdrawn or added.

#### Paragraphs 3 through 5 of the Office Action

Claims 1 through 5, 7, 8, 10 through 16, 18 through 22, 24 through 43 and 45 through 47 have been rejected under 35 U.S.C. §102(b) as being anticipated by Dowling et al (U.S. 6,522,875).

Claims 6, 9, 17, 23, 48 and 49 have been rejected under 35 U.S.C. Section 103(a) as being unpatentable over Dowling et al (U.S. 6,522,875) in view of Huang et al (U.S. 6,571,245).

Claim 44 has been rejected under 35 U.S.C. Section 103(a) as being unpatentable over Dowling et al (U.S. 6,522,875) in view of McAuliffe et al (U.S. 5,838,790).

Claim 1, as amended, requires "modifying the acceptance data by integrating at least one entry from a personal information manager" and "wherein the step of modifying the acceptance data includes converting the at least one entry from the personal information manager into at least one product that corresponds to the at least one entry, and adding the at least one product to the acceptance data to accept advertisements for the at least one product". Claim 14 requires "creating preferences for selecting advertisements" and "wherein the step of creating the preferences for

Appln. No. 09/751,801  
Amendment dated July 11, 2005  
Reply to Office Action mailed January 11, 2005

selecting advertisements includes converting at least one entry from a personal information manager into at least one product that corresponds to the at least one entry, and modifying the preferences to select advertisements for the at least one product from the one or more broadcast advertisements received by the communication device". Claims 19 and 28 require (similarly, but not identically) "logic for modifying the acceptance data by integrating at least one entry from a personal information manager, wherein the logic for modifying the acceptance data includes logic for converting the at least one entry from the personal information manager into at least one product that corresponds to the at least one entry, and logic for adding the at least one product to the acceptance data to accept broadcast advertisements for the at least one product". Claim 33 requires "a mobile communication device capable of storing acceptance data thereon, the mobile communication device being capable of modifying the acceptance data by integrating at least one entry from a personal information manager, the mobile communication device being capable of converting the at least one entry from the personal information manager into at least one product that corresponds to the at least one entry, and adding the at least one product to the acceptance data to accept advertisements for the at least one product".

It is therefore submitted that the cited references, and especially the allegedly obvious combination of Dowling et al, Huang et al, and McAuliffe et al set forth in the rejection of the Office Action, would not lead one skilled in the art to the applicant's invention as required by the claims, and it therefore submitted that the claims are in condition for allowance.

Withdrawal of the §102(b) and §103(a) rejection of claims 1 through 5, 7 through 22, and 24 through 49 is therefore respectfully requested.

Appln. No. 09/751,801  
Amendment dated July 11, 2005  
Reply to Office Action mailed January 11, 2005

**CONCLUSION**

In light of the foregoing amendments and remarks, early reconsideration and allowance of this application are most courteously solicited.

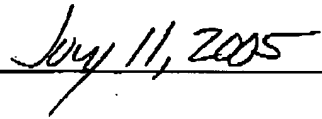
Respectfully submitted,

LEONARD & PROEHL, Prof. L.L.C.

By



Date:



Jeffrey A. Proehl (Reg. No. 35,987)  
LEONARD & PROEHL, Prof. L.L.C.  
3500 South First Avenue Circle, Suite 250  
Sioux Falls, SD 57105-5807  
(605)339-2028 FAX (605)336-1931